THE MODEL HOME
A PRELIMINARY PROJECT ABSTRACT

In cooperation with the World Financial Center's Arts and Events Program, Creative Time and Storefront for Art and Architecture will create an exhibition which highlights some of New York's visionary architects. With a desire to illustrate their social, cultural, and environmental considerations, this multi-media exhibition will give architects a rare opportunity to create site-specific environments while exploring the theme of the "model" home. In contrast to traditional architecture exhibitions, which feature rigid and dull displays of architectural drawings and models, this exhibition promises to be visually exciting, thematically engaging, and highly accessible. The "model home" calls to mind topics ranging from the history of the model home to explorations of its future forms, worlds fairs, shifts in American social "norms", emerging trends in popular consumer interests, dynamics between private and public life, issues of urban dynamics and suburban ideals, and a reflection on cultural diversity. The architects are encouraged to work in collaboration with artists, engineers, digital media experts, and others.

Currently scheduled to take place in the Fall of 1996, this exhibition will be presented in the Liberty Street Gallery with select components in the Winter Garden. Although the exact format of this exhibition has yet to be determined, there are several possible paths to pursue. For example, the Liberty Street Gallery will house each architect's large scale installation within a unifying framework that may take inspiration from worlds fairs or trade shows. In addition, a subtle installation which juxtaposes architectural elements traditionally associated with the "home" (e.g. moldings, banisters, paneling) may be contrasted to the World Financial Center's awesome corporate architecture within the Winter Garden's public spaces. Such an endeavor would not only foster reflection on private and public life, but it would also function as signage announcing the exhibition and encouraging the public to visit the Liberty Street Gallery.

Creative Time, Inc.

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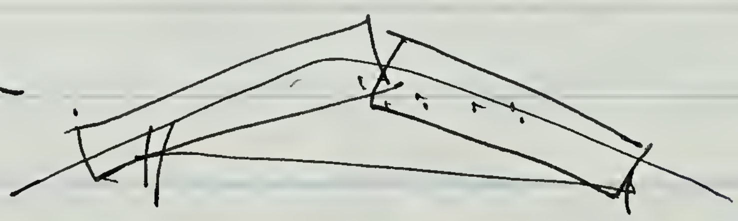
Anita Contini
ex officio

5 HP 100] industrial Design Group in SF.

(1) Rom Isenberg. Isreali Architect
· Tents for Bedouins.
· large planned Community Project - Arcosanti -like.

· all prisons are underground in Isreal
· no distinction btwn. residential & military architecture is desired.

Domesticity Incorporated
Corporate Domestication



(2) Rich Lowe -
· Ask him for proposal.
concerned about his project.

(3) ERWIN SCHLOSSBERG.
See SONY WONDERLAB

* (4). Joep van Lieshout.

* (5) · Luc Deleu.

(*) Andrea Blum.
(*) DAN HOFFMAN
(*) 100A
CARMANT ?
C-4
(*) KURMAN.
* LIZ / RCK.
? Naxela

(1) 2 [illegible] ? END of NOV..

~~Goo~~ Space & Resource

: <u>Home Depot</u>
: IKEA
: Bed BATH & Beyond
we are developing the idea
Budget $5,000-7000.
we are envisioning ↑.

(1) FAX. Address of my people
to Alyson Pou.

MEMO

2 October 1995

TO	**ANITA CONTINI**
CC	**MELISSA COLEY** **CREATIVE TIME STAFF**
BC	Kyong Parks
FROM	Anne Pasternak
RE	**Architecture Project**

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John Kelly
Anelle Lutz
Robert Reitzfeld
[illegible]
[illegible]
Cesar Trasobares
[illegible]

Anita Contini
[illegible]

Dear Anita,

Today's meeting was very helpful in covering some initial ground. For both reference and further consideration, I thought I would write this follow-up memo.

As we discussed, Olympia & York has extended a wonderful invitation to Creative Time to curate a project in which we offer architects an opportunity to create environments highlighting their ideas and issues — including the social, environmental, cultural, and political stimulus for their works. The theme will focus on the future of the model home. Slotted to take place next Fall, the exhibition will be held in the Liberty Street Gallery and we hope to present some work in the Winter Garden's public spaces. Due to the time frame and budgetary concerns, we will offer this visibility to **New York area** architects.

Although you have not yet secured your budget for the upcoming fiscal year, Olympia & York may extend a fee of approximately $50,000 for the project. This fee will cover Olympia & York expenses such as security (approx. $15 hour for 1-2 guards in the gallery, and 24-hour guards for public space work if necessary), a rider to the Creative Time insurance policy, maintenance of the space (a cleaning service comes once a week and they are paid $26/hour), installation of the exhibition (lighting & installation crew, etc. also installations must be pre-fabricated to avoid union troubles), and signage. In addition, Olympia & York will publish a brochure (100,000 Q), 10,000 of which will be made available to Creative Time for our mailing list. The brochure is likely to include other WFC events. Olympia & York takes one ad in The New York Times per season and might take-out an extra ad for this project.

Perhaps it goes without saying that I would like to see a larger financial commitment from Olympia & York to help with Creative Time's administrative costs in organizing the program — especially to assist with the project's demand for a large proposal writing and fundraising push. Speaking of which, I was **enormously impressed** by your many strong suggestions. For example, we can offer corporate sponsors special evenings in which they can entertain their supporters and the opportunity to have promotions in the plaza. The same

would be true of a magazine sponsor, since magazines/journals are committed to some philanthropy on behalf of their advertisers (NYT example).
The next step is to focus on approximately ten architects/architect teams from the Metropolitan New York area who would be exciting contributors to this project. Alyson and I will bring them to the space, discuss the themes, and outline the project's parameters (including fire proofing, pre-fabrication, and space and budget limitations) within the next month. We will then extend a small honoraria for their time in presenting a proposal. You mentioned putting aside a fee of $2,000, but I would like to pay each team between $400 and $500. Is it possible to extend an initial payment of $4,000 - $5,000?! I will keep my fingers crossed.

If you have any questions or concerns you would like to share with me, please do not hesitate to call. I am leaving town Monday October 9th and I will return from Brazil on Monday October 23rd.

With best wishes to you and Melissa for a wonderful trip to Russia!

Yours,

Anne R. Pasternak
Executive Director

P.S. I can't believe Steve was right. How could that jury acquit O.J.?!

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Philip Yenawine

Anita Contini
ex officio

ARCHITECTURAL RECORD Design News

… that control … of Archi- … hold of the … fronts the … selves as … es and … entric …

… shown … to … 10

Fax Transmittal Cover Sheet

To: Kyong Park, - Storefront for Art and Architec
From: [illegible] - KEVIN GALLAGHER, c4 DESIGN LABORATORIES
Fax Phone Number: (212) [illegible]-1405
Date: [illegible] 25, 1996 · [illegible] PM
Transmitting (2) pages, including cover sheet.
If there is difficulty with this transmission, please call: (212.
Note:

World Financial Center project proposal

c4 Design Labs

1.25.96

re: telecommunications

Telecommunications are a core technology of contemporary culture. They exist in both private and public spaces but often negate any difference between the two.

Interpersonal dynamics differ dramatically between telephone lines and physical encounters. Telephone conversations can become quickly intimate, bypassing personal boundaries, protocol, or the general 'rules of engagement' that govern physical encounters. This phenomenon isn't bound by context at all, rather it would seem to defy it entirely; a fact made all the more apparent by cellular communication.

We are interested in persuing a project that capitalizes on this phenomenon by making arbitrary connections between places in which participants choose to "answer the call". One possibility would be to have a central switching area which places calls to a fixed number of locations within or [illegible]ition. When a 'viewer' chooses to answer they are then prompted to hold for a [illegible] which point the switchboard connects them with the next phone answered.

personal boundaries and their ability to facilitate or negate interpersonal encounters

intrigue of "the ringing pay phone"

synthetic space created by walkman/cellular phone-both of which occupy speech centers of brain

portion of the concious mind transported to another place [immaterial]

psychological effect of echo: perception of space, sea shell to ear-electronic ability to distort/define space

context/content -variously staged 'sets' emphasize the relationship of context to content of dialog

some stations equiped with video-links but others not / all have lenses but only some have screens

Mobile home
& Domestic ~~ity~~ city

Incorporation of
Domesticity

Domestication of
Corporation

- Aesthetics of the popular
- Domestic & Corporate
- Aesthetics of Domestics
- Corporate Domestic
* Incorporate of
Domestics

Corporation of Domestics

The Institute for Contemporary Art
46-01 21st Street
Long Island City [illegible]

The interrelationship of these [illegible] a single complex where functional objects are also [illegible] art."

(more)

Model Home was made possible by the support of the New York City Department of Cultural Affairs, Cultural [illegible] Program, agnes b, the cooperation of The Fabric Workshop and Museum, Philadelphia, and the friends and [illegible] Institute for Contemporary Art.